

City College News

GEORGE BROWN COLLEGE

AUGUST 1985

Business Division thinks small

George Brown's Business Division is thinking small.

It's developing a specialty in arming potential owners and managers of small businesses with the management skills they need.

The new concentration is designed to ease graduates' entry into the growing small business sector, and to develop a distinct identity for the Division in the minds of potential students.

George Brown has to distinguish itself because all community colleges offer virtually identical business programs, says Dean Jack Wilson.

The Division now offers a unique package of quality instruction, up-to-date equipment, and a set of practical learning opportunities for entrepreneurially-minded students, he says.

Starting this fall the Division will offer:

- A new three-year Small Business Administration Program, including two semesters of co-operative training in industry, that will give graduates a broadly-based business training.
 - In-house training for students in a number of boutiques constructed in the atrium of the St. James Campus. Details of the operation of the small stores have yet to be finalized, but they could include outlets for clothing and snack foods.
 - The service of a full-time Co-operative Education Manager who will arrange work terms for students in Retail Management, Small Business Administration and Physical Distribution programs. A special grant from the Federal Government is enabling the Division to hire the Manager.
 - An expanded program of student-run corporations organized by new Executive-in-Residence Keith Staples. (For a story on Staples, see page 3.) In the past, student corporations have learned business techniques — and raised money for their shareholders — by selling anything from plants to coffee mugs.
- Staples, the former General Manager of the John A. Houston Company, says experience running small companies is invaluable to business students.

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Photo: Albert Li

Minister of Colleges and Universities Gregory Sorbara chats with Job Start student Shirley Lam during his tour of Casa Loma in mid-August. Sorbara's tour of George Brown was his first Ministerial visit to a community college.

Rapid growth era is over — Minister

The era of rapid growth in community colleges may be over, says Ontario's new Minister of Colleges and Universities.

They may now be entering a period of greater stability, with more decentralized decision-making, Gregory Sorbara said during a mid-August visit to George Brown.

"I see community colleges going from a state of adolescence to a period of full maturity."

Problems related to rapid enrolment growth — which Sorbara says is a feature of the college system's adolescent period — are discussed in the recently released Instructional Assignment Review Committee Report.

(Doug Light's column on page 2 contains a complete list of the committee's 16 recommendations.)

"The Report identifies a number of problems which have developed in the system that need to be addressed — problems which, to a great extent, are the result of rapid growth on one hand and system-wide financial restraint on the other," Sorbara said in a prepared statement.

Meetings with the Council of Regents, College Presidents and representatives of the faculty union have already started, he said.

Sorbara visited classrooms and met with administrators and student leaders on his tour of Casa Loma — his first ministerial visit to a community college.

"I'm impressed with the breadth of programs," he said after seeing students in the Heating Technician, Women into Trades and Technology (WITT), and Job Start programs.

Workload report is important for the college system

On November 9, 1984 the Provincial government passed a law ordering striking community college faculty back to work. At the same time, it ordered an arbitrator to decide all issues in the labour dispute with the exception of instructional assignments — usually called workload.

The issue of workload was to be the subject of a special three-person committee appointed by the Minister of Colleges and Universities. The committee was ordered to make "a comprehensive review of all aspects of instructional assignments" in community colleges and make recommendations to the Minister.

The arbitrator made his report in June, settling all issues within his mandate and, in early August, Instructional Assignment Review Committee Chairman Michael Skolnik presented his report to the Minister.

His 130-page report — *Survival or Excellence?* — is based on three months of extensive research including hearings at each of Ontario's 22 community colleges.

The committee not only examined the issue of instructional assignments, but studied the effects of provincial funding, the collective bargaining system itself, and the factors that seem to affect the quality of education offered at community colleges.

From this wide-ranging study came 16 recommendations:

1. The level of provincial operating funding for the college system should be increased to restore the 1980/81 real level of funding per adjusted funding unit.

2. The funding distribution mechanism should be modified to eliminate dysfunctional enrolment competition.

3. Each college should establish an academic council to develop, consider, recommend and monitor academic policies of the college.

4. The colleges should, through their academic councils, establish mechanisms and procedures for the systematic review of the quality and relevance of all programs on a periodic basis, and appropriate faculty time should be allocated for the reviews.

5. The mechanisms and procedures referred to in recommendation 4 should include provision for student participation in program review and course evaluations.

6. The colleges, through their academic councils, should develop mechanisms



and procedures for evaluation of faculty performance.

7. Each college should develop on an annual basis, a professional and curriculum development plan complete with identification of development needs, strategies to meet these needs, budget, and accountability mechanisms for these activities.

8. All faculty should have the opportunity for at least four weeks of professional development each year, normally to be provided in a single block of time.

9. All college faculty should be provided with the opportunity for four weeks training or updating in instructional methodologies and techniques every five years.

10. The colleges should ensure that adequate provisions are made for the professional development of all staff holding academic administrative appointments.

11. Chairpersons and deans (or persons in comparable positions with different titles) should be appointed for a fixed term, subject to review, and faculty should participate in their selection and review.

12. New full-time faculty should be given at least eight weeks for training in teaching methodology and for course preparation prior to commencement of their duties.

13. That the parties replace the present Article 4.01 (in the collective agreement) with an article(s) that would include the following:

a) limitations on weekly and annual instructional hours, based on categories of faculty which replace the current categories and distinguish on the basis of subject and mode;

b) limitations on the number of students in different types of classes, shops, and labs, and limitations on ratios of students to faculty in clinical and field supervision settings;

c) provisions, in weeks, for minimal curriculum and professional development time during the academic year for all faculty, and accountability for its use;

d) provisions which acknowledge in teaching hours the full value of clinical

supervision, field placement supervision, and co-operative education;

e) limitations on the number of different courses individuals are assigned;

f) limitations on the instructional assignments given to new faculty;

g) provisions for limiting both weekly teaching hours and class size which recognize the needs of different kinds of students, e.g. remedial.

14. That the College Instructional Assignment Committee and contract clauses pertaining to it be deleted from the collective agreement, and that the colleges' Union-Management Committee monitor workload conditions, including the application of the new article proposed in recommendation 13.

15. That the parties negotiate and define the meaning of "contract day" and "non-contract day", and "teaching hour".

16. That the Legislative Assembly of Ontario should amend the legislation pertaining to collective bargaining in order to replace the present Province-wide central bargaining with local agreements between each college and its local union(s)."

The report provides an elaboration of these recommendations and a rationale for their inclusion in the Report.

Whatever the impact of the Skolnik Report, it is clearly an important document in the development of community colleges in Ontario.

Copies of the Report are available in Campus Libraries.

Rath managed OCAP office

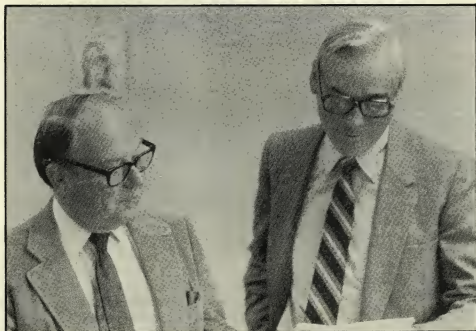
One of Jack Rath's chief strengths was his rapport with others, especially new Canadians and young people, his colleagues say.

Rath, who died recently of cancer at 64, managed George Brown's office of the Ontario Career Action Program (OCAP) from 1978 to 1984.

During his tenure, the office was the most effective of any in the province, and Rath was presented with a special provincial OCAP award in 1984.

Rath joined the Industrial Training Division of George Brown in 1975. He was active with both Italian and Chinese community groups.

He is survived by his wife Dorothy, sons Tom, Bob, and daughters Pat and Kate.



New Executive-in-Residence Keith Staples (right), shown here talking with Business Dean Jack Wilson, says business students need opportunities for practical experience.

Students need to market themselves says new Executive-in-Residence

The first thing new students should do in September is think about leaving college, according to Keith Staples.

They should think about how they should present themselves to prospective employers when they graduate in two or three years, George Brown's new Executive-in-Residence says.

"You are developing a product to sell," he plans to tell students this fall. "Start thinking about what you are going to put on your résumé."

Students should demonstrate initiative and entrepreneurship to employers with extra-curricular business experiences, he says.

Staples' business-like approach to education is a legacy of his 40-year career as an executive with the consumer product giants of Procter and Gamble and Colgate-Palmolive.

He retired in 1983 as General Manager

of the John A. Houston Company of Toronto, a subsidiary of Colgate that manufactures food, drug and hardware products.

Since retiring, he has worked as an advisor for the Business Division of Seneca College, and has spent three months working with a cosmetics company in Honduras in a project funded by the Canadian Executives Services Overseas (CESO) organization.

In his new position with the Business Division at George Brown he will give special lectures, advise groups of student entrepreneurs, and work on special projects.

He is the College's second Executive-in-Residence — former Imperial Oil Executive George Boire finished his 20-month term in June — and one of only a handful at post-secondary institutions in North America.

Small businesses creating jobs faster

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"If they fail, the experience is just about more valuable than if they succeed."

The new concentration on small business training is in reaction to recent changes in Canada's economy that could affect the Division's placement rate, Wilson said.

Larger corporations — which have traditionally hired a large number of George

Brown graduates — have learned from the recession that they can get along with fewer employees, he says, and jobs are now being created faster in small businesses.

But many small businesses fail because their owners and managers do not have the wide range of business skills they need to survive in a competitive marketplace.

"There is a lack of understanding of the rules of the game," Wilson says.

Coles founder joins our Board

The man responsible for Coles Notes has found a new way to help college students make the grade.

Jack Cole, co-founder of the bookstore chain that sells the handy study guides, has joined George Brown's Board of Governors.

The 65-year-old businessman joins 11 other community representatives on the College's ultimate decision-making body.

As a 15-year-old, Cole started the first Coles store in Toronto with his brother in 1934 — buying and selling used textbooks.

From that humble beginning grew the largest bookstore chain in Canada, with 235 stores nation-wide by 1973.

"Our aim was to achieve market dominance in books — which we did," he says.

The chain was sold to Southern in 1978, and Cole now acts as consultant to the company as well as keeping busy with personal real estate concerns.

Cole has also lectured at the College several times, and has advised business students on their entrepreneurial projects.

"I feel I have gone through some things that they may be going through," he says.

Academics can learn some lessons from the business community in providing education that meets both student and community needs, Cole says.

Cole joins Chairman Bruce Bone, Vice-Chairman Marvin Gerstein, Donald Clune, Andrew Faas, James Farley, Ellen McLean, Jenny Ono, JoAnn Opperman, William Reno, Anita Ross, and Robert Spencer on the Board.

Gertsbain taught English classes

Ian Gertsbain will be remembered for his sense of humour and kindness.

The 40-year-old English Teaching Master was killed in July in a traffic accident in China, where he was working on a special assignment with the World University Service of Canada.

"He had a great sense of fun," said English Language Training Chairman Marsha Allan, a long-time friend and colleague.

Gertsbain joined the College in 1971 after earning a BA in French from York University and an MA in French from the University of Toronto.

Names in the News



Hospitality Chairman Brian Cooper (right), who has been elected President of the Canadian Hospitality Foundation, was recently in Ottawa to present three employment studies to Tom McMillan, Minister of State for Tourism. The Foundation provides more than 60 annual awards to university and community college students.

Dr. Karen O'Kain of the Staff Development Office at St. James has been elected President of the Toronto Branch of the United Nations Association in Canada. The association organizes events to promote the work of the international organization.

Alan Mason has replaced Wendy Rogers as the Canada Employment and Immigration Commission (CEIC) Counsellor at Casa Loma. The CEIC places their own counsellors at major campuses to advise and help students who are sponsored by the Commission.

Board of Governors member Andrew Faas has been named Vice-President of Administration for Central Canada Grocers Inc., Canada's largest food distributor which operates Loblaw's Supermarkets, National Grocers, Zehrmart, and Combined Merchandisers. Faas was formerly Vice-President of Human Resources for Loblaw's Supermarkets. In his new position he is responsible for human resources, industrial relations, health, safety, training and organizational development.

Women in the Management Development Program have been assigned internships or group projects to develop their skills. **Jacqueline Martin**, a Training Consultant in the Industrial Training Division, is working with Audit Manager **Earl Durst** in evaluating the College's forms. **Grizelia Schanderl**, Secretary to Architectural Technology Dean **Brian Beetles**, is working with Program Development and Research Dean **Bob Gwilliam** in developing ties with community groups. **Joan McKay-Weakley**, a technician in the Allied Health Department, is working with Health Sciences Chairman **Marilyn Rinaldo** in developing part-time courses for the Division.

Other women in the program will work on projects with Physical Resources, Staff Development, Registrar's Office, and the Finance Department.

St. James Students Administrative Council (SAC) President **Doug Perdue** has been appointed to the Canadian Studies Bureau of the Association of Canadian Community Colleges (ACCC). Perdue, a 25-year-old accounting student, is the first student to be appointed to the body, which studies Canadian content in education.

Maria DeNotaris, Secretary of the Staff Development Office at St. James, is one of 40 Canadians selected to attend a World Peace Congress in Hiroshima, Japan this fall sponsored by the Nichiren Shoshu Soka Gakkai of Canada, an international Buddhist organization.

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The next issue of *City College News* will be published on Sept. 19. The deadline for submissions is Sept. 5.

George Brown  The City College

Events

August 26 — Registration for apprenticeship programs at Kensington.

Sept. 2 — Labour Day — College closed.

Sept. 3 — First day of classes for most post-secondary programs.

Sept. 10 — Board of Governors meeting. Call Pat Smith (ext. 2211) for details.

Friends and colleagues held a farewell party at Casa Loma in June for retiring Architectural Technology Chairman **Ian Irving**. Irving headed the Construction Trades Department of the Division for a decade. A plumber by trade, Irving started teaching at a vocational school in 1954. He joined the Provincial Institute of Trades as an instructor in 1961, and was named head of the Plumbing Department when George Brown was formed in 1968. In 1972 he was made Assistant Chairman.

Jill Chalmers of the Industrial Training Division has been promoted to Chairman of Ontario Career Action Program (OCAP) and Ontario Youth Start program. She was formerly Manager of the youth training programs.

The Personnel Office has told us of the following staff changes:

A new faculty member in the Business Division is **Tong Yeung**.

New support appointments include: **Gil Arruda** in the Caretaking Department at Kensington; **Ina Barlow** in the Job Start Program at Casa Loma; **Susan Sargla** in the Finance Department at MacPherson; and **Mary Wallace** in the Health Services Department at MacPherson.

Transfers include **Vilma Cavacece** from the Registrar's Office at MacPherson to the Admissions Office at Casa Loma and **Marg Whittleton** from a support position with the Electro-Mechanical Division at St. James to one with the Continuing Education and Marketing Division at Adelaide Street.

Leaving the College are **Helen Best**, **George Gilbreath**, **Michele Michaud**, **Christine Pope** and **Maria Tassone**.